

IN THE CLAIMS

1. (Twice Amended) A method of compiling customer data using an online interaction between a customer and a survey system, comprising:

providing, by a computer, the customer with customer questions;

receiving, by the computer, responses to the customer questions from the customer;

storing, by the computer, data associated with the responses in the survey system;

providing, by the computer, the customer with a feedback page, graphically illustrating data [associated with] corresponding to the customer's standing in a selected peer group associated with the customer;

providing, by the computer, the customer with options operable to adjust the customer's actual demographic to a hypothetical demographic;

receiving and processing, by the computer, data associated with hypothetical demographic changes from the customer; and

displaying, by the computer, hypothetical feedback information, graphically illustrating the hypothetical standing of the customer within the selected peer group such that the customer can see the effect of the hypothetical demographic changes.

2. The method of claim 1, wherein the customer questions comprise a primary set of questions and a secondary set of questions.

3. The method of claim 2, wherein the primary set of questions relates to the customer's demographic and wherein the customer's demographic includes personal information about the customer.

4. The method of claim 2, wherein the secondary set of questions forms a plurality of survey sections and wherein the secondary set of questions comprises both questions that relate to a business' products or services and questions that relate to the customer's psychographic traits.

5. The method of claim 1, wherein the customer question provided is chosen based on the customer's response to the previous customer question and on a business identification number.

6. The method of claim 1, wherein the feedback page is generated based on the customer's responses to the customer questions.

7. The method of claim 1, wherein the possible answers to the customer questions include graphics illustrative of and associated with at least some of the answers.

8. (Amended) The method of claim 1, further comprising presenting, by the computer, the customer with an online option associated with an opportunity to gain pertinent information related to and apply for or purchase products or services.

9. (Amended) The method of claim 8, further comprising sending, by the computer, a message to a business offering the products or services regarding the application or request for the products or services.

10. (Twice Amended) The method of Claim 1, further comprising: [A method of compiling customer data using an online interaction between a customer and a survey system, comprising:

providing the customer with customer questions;

receiving responses to the customer questions from the customer;

storing data associated with the responses in the survey system;

providing the customer with a feedback page, graphically illustrating data associated with the customer's standing in a selected peer group;

providing the customer with options operable to adjust the customer's actual demographic to a hypothetical demographic;

receiving and processing data associated with hypothetical demographic changes from the customer;

displaying hypothetical feedback information, graphically illustrating the hypothetical standing of the customer within the selected peer group such that the customer can see the effect of the hypothetical demographic changes;]

receiving, by the computer, a business identification number and a customer identification number;

matching, by the computer, the business identification number with data in at least one table;

matching, by the computer, the customer identification number with data in at least one table; and

generating, by the computer, data sets for display based on the data in the at least one table.

11. (Amended) The method of claim 1, further comprising providing, by the computer, a business with compiled customer profile information where the customer is identified as a particular existing customer of the business.

12. (Amended) The method of claim 1, further comprising providing, by the computer, percentage completion and date information to the customer based on the percentage of the customer questions that have been answered by the customer and the date of the most recent visit to the survey system by the customer.

13. (Amended) The method of claim 1, further comprising providing, by the computer, goal planners to the customer.

14. The method of claim 13, wherein the goal planners include output graphics associated with the output of the goal planners and wherein the output graphics change in real time in response to changes in the input to the goal planners.

15-25. (Canceled).

26. (Amended) The method of claim 13, further comprising:

receiving, by the computer, goal input data from the customer, the goal input data related to a goal associated with the goal planners; and

storing, by the computer, the goal input data for the customer.

27-87. (Canceled).